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Message Text

UNCLASSIFIED

11
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 097982
R 111610Z MAR 76
FM AMCONSUL LYON
TO SECSTATE WASHDC 877
USDOC WASHDC
INFO AMEMBASSY PARIS
AMEMBASSY BRUSSELS
AMEMBASSY LONDON

UNCLAS LYON 46

INFO ADDRESSES

PLEASE PASS STATE INVESTMENT AND TRADE OFFICES

DATE MARCH 11 1976

E.O. 11652: NN/A
TAGS: BEXP,
SUBJECT PTO ITEM 1, 427/03/P0010

ITEM 2: 03 11 1976 ITEM 3 JBVERSCHUUR ITEM 4, FRANCE ITEM 5
M ITEM 6A REPLY TO MR SCHOELER 6B, SALES MANAGER 6C BALAY, 46
- 48 RUEETIENNEBOISSON 42000 SAINT ETIENNE ITEM 7 TELEX 33669
CABLE BALAYCO: TEL (77) 322932 ITEM 8N/A ITEM 9: 102 TIEM 10,
2211311, 0000 PLAIN PRINT COTTON CLOTHS 38.5. 2211331 0000
PLAIN PRINT COTTON CLOTH 42. 2211341 0000 PLAIN PRINT COTTON
CLOTH 52 AND WIDER. 2211363 0000 ALL TYPES OF FANCY PRINT CLOTH
2211595 0000 ALL TYPES OF FINE CARDED COTTON FABRICS. 2221449
0000 ALL TYPES OF POLYESTER BLENDS WITH COTTON.

SUBJECT FIRM WISHES TO IMPORT US MADE COTTON AND COTTON/ POLYESTER
PINTED FABRICS. PRICES FOB NEWYORK SHOULD AVERAGE DOLLARS 1.00-
DOLLARS 1.30 PER YARD (WIDTH 42). ESTIMATED VALUE OF SUBJECT
OPPORTUNITY BETWEEN DOLLARS 800,000 AND DOLLARS 1.2 MILLION
PER YEAR. BALAY SPECIALIZES IN MANUFACTURING SYNTHETIC FABRICS
FOR CLOTHING. STAFF: 155. MARKETING NETWORK COERS FRANCE AS
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WELL AS EC AND EFTA COUNTRIES. BALAY HAS 15 LOCAL AGENTS AND

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SELLS TO CHAIN STORES, MAIL ORDER HOUSES AND CLOTHING MANUFACTURERS.
ANNUAL SALES IN 1975 REACHED F 36 MILLION. FINANCIAL REFERENCES:
SOCIETE GENERALE, SOCIETE LYONNAISE AND BANQUE NATIONALE DE PARIS
IN SAINT ETIENNE. ITEM 11: SPECIAL HANDLING RECOMMENDED BY POST
SINCE OPPORTUNITY FALLS INTO CRITERIA B CATEGORY.VERSCHUUR

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976LYON00046
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760093-1003
From: LYON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760372/aaaaclcb.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
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Review Comment: n/a
Review Content Flags:
Review Date: 09 JUL 2004
Review Event:
Review Exemptions: n/a
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Secure: OPEN
Status: NATIVE
Subject: PTO ITEM 1, 427/03/P0010 ITEM 2: 03 11 1976 ITEM 3 JBVERSCHUUR ITEM 4, FRANCE ITEM 5
TAGS: BEXP
To: STATE COM
Type: TE
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